

**PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER**

RFTOP#:222

TITLE: NIDA' s Drug Abuse & HIV/AIDS"
Public Awareness Campaign

IC: NIDA

**PART I – REQUEST FOR TASK ORDER (TO)
PROPOSALS**

A. POINT OF CONTACT NAME:

Kesha L. Williams, Contract Specialist, Procurement Section, COB, DEA, NHLBI, Phone: (301) 451-4470, Fax: (301) 480-3345, email: williamsk@nhlbi.nih.gov

Debra C. Hawkins, Contracting Officer, Procurement Section, COB, DEA, NHLBI, Phone: (301) 435-0367, Fax: (301) 480-3345, email: hawkinsd@nhlbi.nih.gov

Proposal Address:

Procurement Section, COB, DEA, National Heart, Lung, and Blood Institute, National Institutes of Health, Rockledge Building 2, Suite 6042, 6701 Rockledge Drive, Bethesda, Maryland 20892-7902

Billing Address:

Accounts Payable, OFM, NIH, Bldg 31, Room B1B39, Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF

PERFORMANCE:

Two (2) year period of performance, September 30, 2004 through September 29, 2006.

C. PRICING METHOD:

Cost Plus Fixed Fee pricing method is desired. The estimated level of effort for each task and year is as follows:

Labor Category	Total Direct Labor Hours
Task Leader	292
Creative Director	226
Art Director	350
Production Assistant	200

Labor Category	Total Direct Labor Hours
Editor	88
Spanish Editor	24
Graphics Team Leader	18
Administrative Assistant	56
Web Task Leader	15
Web Designer	50
Web Programmer	15
Research Associate	140
Copy Writer	165
Outreach Coordinator	165
GRAND TOTAL	1,804

D. PROPOSAL INSTRUCTIONS:

Technical Proposals. Technical proposals should be no longer than twenty (20) pages and must be submitted to the POC at the address specified above.

A detailed work plan must be submitted indicating how each aspect of the statement of work is to be accomplished. Your technical approach should be in as much detail as you consider necessary to fully explain your proposed technical approach or method. The technical plan should reflect a clear understanding of the nature of the work being undertaken. The technical plan must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate your understanding and management of important events or tasks.

Plans which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for further consideration. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.

Cost / Business Proposals. The business proposal must contain sufficient information to allow the Government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchase parts, shipping, indirect costs and rate, fee, and profit.

Note the estimated level of effort in paragraph B. above.

The Contractor may use the direct labor hour estimates in their proposal. The Contractor's proposal must fully document and justify increases or decreases in the estimate of the direct labor hours.

Request for Clarifications. All requests for RFTOP clarifications will be accepted by Friday, September 10, 2004, 12:00 noon. Requests for clarifications are to be submitted electronically to the Contract Specialist / Contracting Officer cited in Part I, paragraph A. above. Responses will be provided electronically to all offerors by 4:00 p.m., Monday, September 13, 2004.

E. RESPONSE DUE DATE: Proposals are due by 4:00 p.m., local time on Friday, September 17, 2004. Proposals shall be submitted in a "read-only" electronic format via e-mail to hawkinsd@nhlbi.nih.gov, referencing the RFTOP number and the name of firm in the subject line, or via facsimile. However, one printed copy must be received not later than the close of business on the next business day.

F. EVALUATION FACTORS:
Your proposal shall be evaluated on the likelihood of meeting the Government's objectives. The evaluation shall be based on the technical and administrative capabilities in relation to the needs of the project/task and the reasonableness of costs shown in relation to the work to be performed. The following criteria are those that shall be applied in the evaluation of your technical proposal. The assigned weight of each factor is shown below:

Technical Factors

Prior Experience and Past Performance..... 40
The Offeror must demonstrate experience related to the work outlined in this task order. Specific experience with creating and implementing public awareness campaigns on drug abuse and addiction is required, especially previous experience with campaigns relating to the connection between HIV and drug abuse. Contacts for no more than three, current, relevant projects demonstrating the Offeror's experience should be provided.

Technical Approach..... 60
The Offeror must demonstrate a thorough understanding of the task order requirements and experience with program development and outreach. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the detailed, written description.

Total Possible Points.....

Cost / Price Factors:

Cost / Price is not a weighted evaluation factor. A basic analysis of the proposed cost or price of the work will be performed to determine the relative merits of the offeror's proposal and in selecting the offeror whose proposal is considered to offer the best value to the Government.

SECTION C
DESCRIPTION / SPECIFICATIONS / WORK
STATEMENT

Task Order Title: NIDA' s Drug Abuse &
HIV/AIDS" Public Awareness Campaign

Article C.1. Statement of Work

Background

The National Institute on Drug Abuse (NIDA) has a Congressional mandate to disseminate research findings to various publics needing to know the latest science information about drug abuse and addiction.

The transfer of knowledge from research to practice is an area of highest priority for drug abuse research. Because of the far-reaching implications of drug abuse and addiction, it is critical that NIDA develop and disseminate research-based information to a variety of publics in an accurate and timely manner.

One of NIDA's successful approaches to reaching target audiences is through public awareness campaigns.

Objectives

The continued impact of drug abuse and addiction on contracting HIV has led to NIDA's decision to increase its efforts with its AIDS initiatives. To that end, NIDA wishes to create a new public awareness campaign designed to reach multiple audiences with information about the connection between drug abuse and HIV/AIDS. To maximize this outreach/promotion effort, NIDA will expect the Contractor to research past campaigns in this area during the strategic planning phase and prior to developing, presenting and pre-testing creative concepts. Due to the timing of this solicitation, NIDA will look to the Contractor to conduct a two-pronged launch of the campaign products, with one effort taking place in Spring 2005 to coincide with a NIDA blending meeting in Florida and a second push occurring in Fall 2005 to take advantage of media interest in World AIDS Day on December 1, 2005.

Services to be Performed

A. General Requirements

1. Independently, and not as an agent of the Government, the contractor shall furnish all necessary labor, materials, supplies, equipment, and services (except as otherwise specified herein) and perform the work set forth below.
2. All work under this contract will be monitored by the Government Project Officer, whose position is defined in Section G of this contract.

B. Specific Requirements, Specifically, the

Contractor shall:

1. Research past campaigns in this area in a strategic planning phase and develop, present and pre-test creative concepts;
2. Handle production (planning, production shoot, post-production) of public service announcements for radio and television and collateral materials;
3. Disseminate spots and collateral materials;
4. Promote materials to appropriate venues, including enhanced development and dissemination to online venues; and
5. Follow-up measurement of use of and reaction to the campaign.

SECTION D PACKAGING, MARKING AND SHIPPING

[There are no articles applicable to this section]

SECTION E INSPECTION AND ACCEPTANCE

[There are no articles applicable to this section]

SECTION F DELIVERIES AND PERFORMANCE

Article F.1. Period of Performance

Performance of this contract shall begin on or about September 30, 2004 through September 29, 2006, unless the period is extended by modification.

Article F.2. Delivery Schedule

The contractor shall deliver the following items in accordance with the stated delivery schedule:

ITEM M No.	ITEM DESCRIPTION	DELIVERY DATE	DELIVERY POINT
1.	Strategic planning & creative concepts	January 2005	PO
2.	Production of spots and materials	April 2005	PO
3.	Dissemination	May 2005 & Possibly November 2005	PO
4.	Promotion to normal and enhanced venues	June 2005	PO
5.	Follow-up evaluation of campaign	April 2006	PO

SECTION G CONTRACT ADMINISTRATION DATA

Article G.1. Project Officer

The following Project Officer(s) will represent the Government for the purpose of this contract:

PROJECT OFFICER:

Jan Lipkin

National Institute of Drug Abuse (NIDA)
Neuroscience Center, Room 5213
6001 Executive Boulevard
Bethesda, MD 20852-9561
Telephone : (301) 594-6848
Email: jlipkin@nih.gov

The Project Officer is responsible for: (1) monitoring the Contractor's technical progress, including the surveillance and assessment of performance and recommending to the Contracting Officer changes in requirements; (2) interpreting the Statement of Work and any other technical performance requirements; (3) performing technical evaluation as required; (4) performing technical inspections and acceptances required by this contract; and (5) assisting in the resolution of technical problems encountered during performance.

The Alternate Project Officer is responsible for: (1) monitoring the Contractor's deliverables; (2) tracking and approving invoices submitted for payments; (3) other administration tasks as required.

The Contracting Officer is the only person with authority to act as agent of the Government under this contract. Only the Contracting Officer has authority to: (1) direct or negotiate any changes in the Statement of Work; (2) modify or extend the period of performance; (3) change the delivery schedule; (4) authorize reimbursement to the Contractor any costs incurred during the performance of this contract; or (5) otherwise change any terms and conditions of this contract.

The Government may unilaterally change its Project Officer designation.

ARTICLE G.2. Key Personnel

Pursuant to the Key Personnel clause incorporated in this contract, the following individual(s) is/are considered to be essential to the work being performed hereunder:

Name
Title
[TO BE DETERMINED UPON TASK ORDER AWARD]

ARTICLE G.3. Invoice Submission

1. The Contractor must submit an original, separate, itemized invoice for each order for supplies or services.
2. Invoices shall not be submitted until goods have been received or services performed.
3. An invoice must be submitted for each partial payment requested.
4. The invoice shall be prepared in ink or

typewritten as follows:

- a. Paying office and address
- b. Invoice Number
- a. Date of Invoice
- b. Contract Number
- c. Period of Performance

- d. Payee's name and address. Show the Contractor's name (as it appears in the contract), correct address, and the title and phone number of the responsible official to whom payment is to be sent. When an approved assignment has been made by the Contractor, or a different payee has been designated, then insert the name and address of the payee instead of the Contractor.
- e. Description of goods or services, quantity, unit price, (where appropriate), and total amount.
- f. Charges for freight or express shipments other than F.O.B. destination. (If shipped by freight or express and charges are more than \$25, attach prepaid bill.

5. The Contractor shall submit an original and one (1) copy of the invoice to the National Institutes of Health, Commercial Accounts, Room B1B32, 31 Center Drive, MSC 2045, Bethesda, Maryland 20892-2045.

6. The Contractor shall submit a photocopy of the invoice by mail or faxed directly to the **Project Officer**.

7. The Contractor shall submit a photocopy of the invoice by mail or faxed directly to the **Contract Specialist**.

8. The Project Officer will review, approve / deny, and forward the approval to the Contracts Office.

9. Inquiries relating to payment may be made directly to: Commercial Accounts, Telephone: (301) 496-6088

10. All NIH contracts are expressed in United States dollars. Where expenditures are made in a currency other than United States dollars, billings on the contract shall be expressed, and reimbursement by the United States Government shall be made, in that other currency at amounts coincident with actual costs incurred. Currency fluctuations may not be a basis of gain or loss to the Contractor. Notwithstanding the above, the total of all invoices paid under this contract may not exceed the United States dollars authorized.

RFTOP#222

Public Awareness Campaign

TITLE: NIDA' s Drug Abuse & HIV/AIDS''

CONTRACT #263-01-D-0 _____ **PART II - CONTRACTOR'S REPLY:**
TO # NICS- _____

Contractor:
Points of Contact:
Phone:
Fax:
Address:

TOTAL ESTIMATED COST:
Pricing Method:
TOTAL ESTIMATED NUMBER OF HOURS:
PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:

Signature _____

_____ Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED
PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL
AND THE PRICE/COST IS REASONABLE.

Billing Reference #:

_____ Appropriations Data:

_____ (ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE
USED.)

RECOMMENDED:

FAX #

Signature - Project Officer _____

_____ Date

APPROVED:

FAX #

Signature -
Contracting Officer
Date

NIH APPROVAL -
CONTRACTOR SHALL NOT EXCEED THE
ESTIMATED LABOR HOURS OR ESTIMATED
TASK ORDER AMOUNT WITHOUT THE
WRITTEN APPROVAL OF THE
CONTRACTING OFFICER & PICS
COORDINATOR

APPROVED:

Signature – Larry Manning, NIH-PICS Coordinator

Date